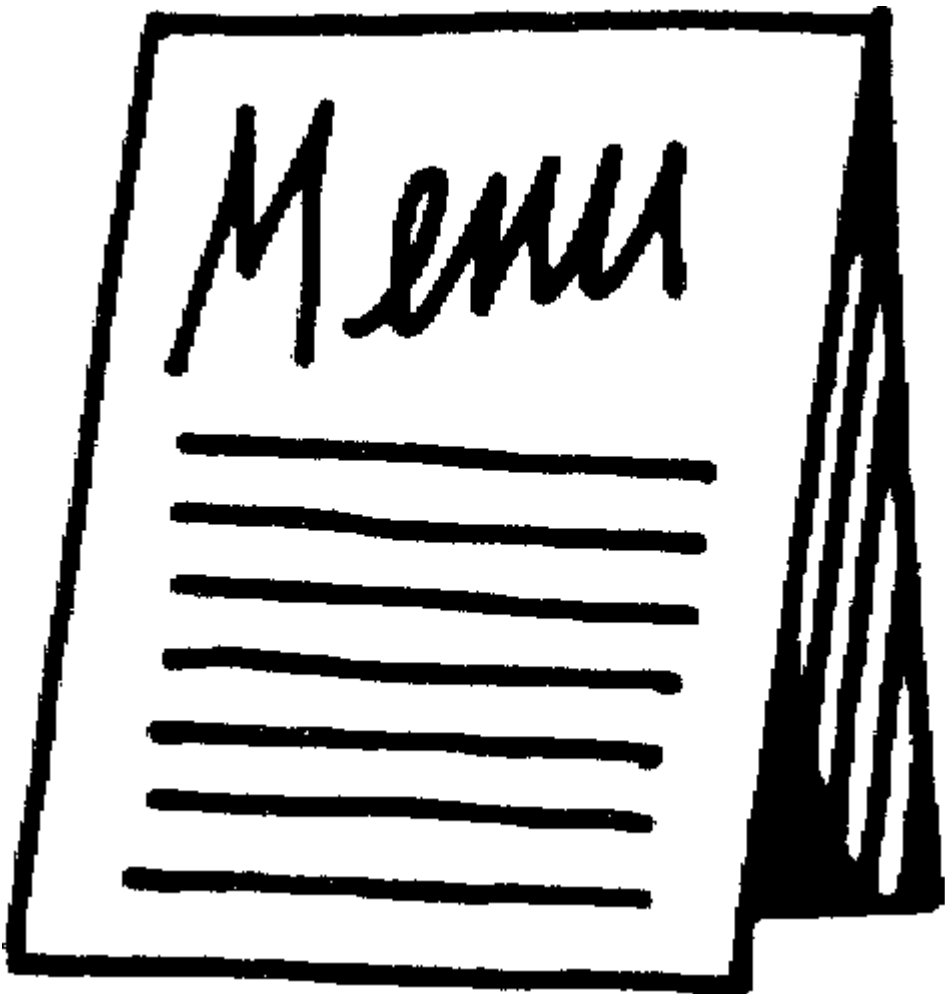


SECTION II



Menu of Proven Questions

Menu of Proven Questions....



The following questions have been proven to provide many local health care decision-makers with valuable and accurate information for strategic planning and health services planning purposes. From this wide array of questions, you can quickly design an effective market survey for your particular service area by following the basic guidelines on developing surveys. To help you sequence your questions; the questions are sorted into general categories. Questions, which should be presented in a specific sequence, are noted. Many questions are followed by brief paragraphs explaining their purpose.

In addition, some questions are followed by alternative questions, which ask the same thing only in slightly different ways. These were developed by various local health care systems in recognition of the unique political, temperamental and cultural nuances of their particular service areas. Select the alternative that would be most acceptable to your service area population.

A special thanks to the University of Washington School of Medicine Community Health Services Development Program, Western Washington Area Health Education Center and Idaho Rural Health Education Center for their contributions to this menu of proven survey questions.

Demographic Questions



Demographic questions specifically define “who” makes up your service area population by segmenting the population into measurable characteristics. When preparing the results of your survey, you’ll simply compare responses to these questions with responses to questions dealing with utilization, attitudes and satisfaction to determine who goes where for what and why. The key is asking enough of the right kind of demographic questions to make meaningful assumptions about the actions or motivations of various groups in your service area without becoming intrusive. We have found age, sex, income, payor source (insurance or other), health care services knowledge, and zip code to be the most relevant demographic information for rural health care system planning purposes. But, again, the demographic questions you ask should depend on what you want to accomplish or want to know from your survey.



MQ 1:

("MQ" – Menu Question)

List the age and circle the sex of the members of your household, starting with yourself. M = male F = female

Age	Sex	Age	Sex	Age	Sex	Age	Sex
____	M F	____	M F	____	M F	____	M F
____	M F	____	M F	____	M F	____	M F
____	M F	____	M F	____	M F	____	M F

MQ1 is for surveying entire households rather than individual residents. If you want to get the most accurate picture of market share for various health care services, we encourage you to have the respondents answer on behalf of their entire households rather than just themselves.

MQ 2:

Which of the categories best describes your annual total household income?

Circle one answer:

- a) Less than \$ 5,000
- b) \$ 5,000 - \$ 9,999
- c) \$10,000 - \$ 14,999
- d) \$ 15,000 - \$ 24,999
- e) \$ 25,000 - \$ 49,999
- f) \$ 50,000 or more

MQ 3:

What is your zip code? _____

This is a “must” question for a market survey. This question will help you break down your service area into smaller geographic units, enabling you to pinpoint differences in market share, attitudes, and so on, by geographical areas.

MQ 4:

How long have you lived in (name of your service area)?

_____ Years (indicate number)

MQ4 can help you determine if length of time in the community has any bearing on utilization, attitudes and knowledge of local health care services. The question is particularly good in communities that have or are experiencing an influx of new residents.

MQ 5:

Do you own a home or land in the (name of your service area)?

Circle one answer:

- a) Yes
- b) No

This question can be helpful if property tax support for local health care is an issue. Local property owners may view property tax issues much differently than renters.

MQ 6:

What city and state do you consider to be your permanent or full-time residence? *Write in spaces provided below.*

City: _____ State: _____

MQ 7:

If you are not a permanent resident and live in the (insert name of your service area) part-time, how many weeks per season do you typically spend living in the area? *(Give one answer for each season)*

Spring _____ weeks

Summer _____ weeks

Fall _____ weeks

Winter _____ weeks

TOTAL _____ weeks

MQ6 and MQ7 can be valuable to resort or retirement communities or other communities where there are a significant number of part-time residents. Is there a difference in utilization, attitudes, and knowledge between full-time and part-time residents? MQ7 can also help you forecast seasonal demand.

MQ 8:

Approximately how far do you live from (insert name of hospital or clinic) and how long does it take you to get there?

_____ Miles _____ Minutes

When zip codes can help you determine your market share for a general area, zip code areas can be rather vast. This question can help you visually define on a map at what point from your facility does your market share begin to diminish and by how much in terms of miles and minutes.

MQ 9:

What is the highest level of formal education you have obtained?

Circle one answer:

Year/Grade: 1 2 3 4 5 6 7 8 9 10 11 12

Post High School: 13 14 15 16

Post College Graduate: 17 18 19 20+

OR

MQ 10:

How many years of formal education have you completed?

Circle one answer:

- a) 1 to 8 years
- b) 9 to 12 years
- c) 13 to 15 years (post high school training)
- d) 16 to 19 years (post college graduate training)
- e) 20+ years (doctorate training)

MQ 11:

What is your marital status? *Circle one answer:*

- a) Single
- b) Married
- c) Separated
- d) Divorced
- e) Widowed

MQ 12:

How would you rate your overall health on a scale from 1 to 10?

Circle one answer:

Poor
Health

Excellent
Health

1 2 3 4 5 6 7 8 9 10

MQ 13:

How would you rate your knowledge of the health care services that are available in (name of your service area) area?

Circle one answer:

- a) Poor
- b) Fair
- c) Good
- d) Excellent

In nearly every community where this question has been asked, utilization and satisfaction levels increased with knowledge of the local health care system. This question can provide insight into the effectiveness of your promotion or community education efforts.

MQ 14:

If you were to be hospitalized tomorrow, who would pay for most of your bill?

Circle one answer:

- a) You
- b) Private insurance (including employer plans)
- c) Medicare
- d) Medicaid
- e) Other Government (Veteran's Administration, Indian Health, Workers Compensation, CHAMPUS, etc.)
- f) Other, please specify: _____

Determining your market share in pure numbers is not enough. Given today's reimbursement policies for rural hospitals and primary care providers, you need to know if you have a large enough share of adequately insured patients to compensate for those who are un- or under-insured to ensure your operations' viability.

Questions Related to Hospital Services

MQ 15:

How important do you feel it is that (insert the name of YOUR hospital) remain open?

Circle one answer:

- a) Not Important
- b) Important
- c) Very Important

OR

MQ 16:

On a scale of one to ten, how important do you feel it is that (insert the name of your hospital) remain open?

Circle one number:

Not
Important

Very
Important

1 2 3 4 5 6 7 8 9 10

MQ 15 and MQ16 can help you determine the degree of community support for your hospital. You will probably find this number to be much greater than your market share, showing most residents say one thing but do another. This question can help you build a case for securing greater support from the community through donations, taxes, volunteerism, and, most importantly, utilization.

MQ 17:

If the hospital services you or your family needed were provided by each of the hospitals listed below, which hospital would you prefer to use for those services?

Circle one answer:

- a) (insert name of YOUR hospitals' town)
- b) (insert name of competing rural hospital A's town)
- c) (insert name of competing rural hospital B's town)
- d) (insert name of competing rural hospital C's town)
- e) (insert name of towns with referral hospital or regional medical centers in your area)
- f) Other (insert in parenthesis examples of other potential hospital towns where people may out-migrate for care):_____

This question can help you determine whether local residents' decision to seek care at certain facilities is based on their preference (which is shaped by their attitudes toward your facility) or scope of services provided by the facilities. If there is more than one hospital in a town and you want to distinguish the market share for each, use the names of the hospitals with the town names.

MQ 18:

How many times have you and/or members of your household been hospitalized overnight during the past two years in each of the following places? Do not count hospitalizations occurring before you lived in (insert the county or counties that comprise your service area).

Indicate the number of times hospitalized at each hospital.

- a) (name of YOUR hospital's town) _____
- b) (name of competing rural hospital A's town) _____
- c) (name of competing rural hospital B's town) _____
- d) (name of competing rural hospital C's town) _____
- e) (name of towns with referral hospital or regional medical centers in your area) _____
- f) Other, town and number of hospitalization (in parenthesis, list examples of other potential hospital towns where people might out-migrate for care): _____

This is a market share question. It will provide not only your hospital market share of the local service population for all in-patient visits, but your competitors' market share as well. Unless you have access to another source of patient origin data for your service population, a market survey must include a question, which measures where residents are going for hospital services and how many are going. In many states, patient origin data is available through the state government or state hospital association.

MQ 19:

Please list for what condition or service you and/or members of your family were hospitalized for and where?

<i>What Condition/Service</i>	<i>Name of hospital</i>

This question can help determine if residents are going elsewhere for health care services you do or could provide. Their choice to go elsewhere for care you do provide could be caused by their lack of knowledge about what services you provide or by their perception of the level of quality you provide.

MQ 20:

If you or other household members were hospitalized outside (insert the name of YOUR hospital here) during the past two years, why were other hospitals used?

Circle all the reasons listed below that apply.

- a) Referred by a local physician
- b) Referred by a non local physician
- c) More privacy at other hospital
- d) Services less expensive at other hospital
- e) Quality of services better at other hospital
- f) Services needed are not provided by (insert name of your hospital here)
- g) I lack confidence in the skill of the staff at (insert name of your hospital here)
- h) I lack confidence in the equipment and level of technology at (insert the name of your hospital here)
- i) If other reasons, please specify: _____

This question asks “why” residents go where they do for hospital care.

MQ 21:

During the past two years, have you and/or other members of your household used other hospital services other than overnight hospitalization (*Inpatient*) provided by (*Insert name of your hospital here*)?

Indicate the number of times used in past two years.

- a) Emergency room _____
- b) Lab _____
- c) X-ray _____
- d) Physical Therapy _____
- e) Health education classes _____
- f) Health screenings
(blood pressure, cholesterol level, etc.) _____
- g) Nursing home _____
- h) Outpatient or same day surgery _____
- i) Pharmacy _____
- j) Counseling services _____
- k) CT scan _____
- l) Other, please specify: _____

This is a market share question for non inpatient hospital services. Feel free to amend or add to the response list as needed for your hospital.

MQ 22:

Please rate (insert the name of your hospital) in each of the following areas:

Circle one answer for each category.

Poor = 1

Fair = 2

Good = 3

Excellent = 4

- | | | | | | |
|----------------------------------------------------------------|---|---|---|---|------------|
| a) Quality of care | 1 | 2 | 3 | 4 | Don't know |
| b) Physician care | 1 | 2 | 3 | 4 | Don't know |
| c) Nursing care | 1 | 2 | 3 | 4 | Don't know |
| d) Business office staff | 1 | 2 | 3 | 4 | Don't know |
| e) Staff concern/compassion | 1 | 2 | 3 | 4 | Don't know |
| f) Attentiveness of staff | 1 | 2 | 3 | 4 | Don't know |
| g) Friendliness of staff | 1 | 2 | 3 | 4 | Don't know |
| h) Building cleanliness | 1 | 2 | 3 | 4 | Don't know |
| i) Building condition | 1 | 2 | 3 | 4 | Don't know |
| j) Emergency room | 1 | 2 | 3 | 4 | Don't know |
| k) Food | 1 | 2 | 3 | 4 | Don't know |
| l) Billing/financial services | 1 | 2 | 3 | 4 | Don't know |
| m) Outpatient services
(lab, x-ray, physical therapy, etc.) | 1 | 2 | 3 | 4 | Don't know |
| n) Admission process | 1 | 2 | 3 | 4 | Don't know |
| o) Equipment | 1 | 2 | 3 | 4 | Don't know |
| p) Hospital administration | 1 | 2 | 3 | 4 | Don't know |
| q) Hospital board of directors | 1 | 2 | 3 | 4 | Don't know |

MQ 23:

How do you feel about the number of different types of health services (physical therapy, x-ray, etc.) provided by (insert name of your hospital)?

Circle one answer:

- a) Should decrease
- b) Stay about the same
- c) Should increase

MQ 24:

What services would you like to have provided by (insert name of your hospital)?

Please list:

MQ 25:

Should (insert name of your hospital) offer obstetrical care services?

- a) Yes
- b) No

You can ask this type of question for any service you are now providing or are thinking about providing.

MQ 26:

Should (insert name of your hospital) provide any of the following services to the community?

Circle "YES" or "NO" for each service listed.

	Yes	No
a) Health education programs	1	2
b) Meals on wheels	1	2
c) Hospice programs	1	2
d) Adult day care or respite care	1	2
e) Weight loss clinic	1	2
f) Day care for sick children	1	2

This question can be a way of "test marketing" an idea, if you are thinking of providing new services. Feel free to substitute or add to this list as needed.

MQ 27:

Are you aware (insert name of your hospital or sponsoring agency) has a home health program?

Circle one answer.

- a) Yes
- b) No

Feel free to substitute any program for "home health" in this question.

MQ 28:

Have any members of your household made use of (insert name of your hospital) home health program?

Circle one answer:

- a) Yes
- b) No

Again, this question can be asked about any specific service you provide.

MQ 29:

If you were a visitor at (insert name of your hospital) during the past two years, how satisfied were you with the treatment you received from the hospital employees?

Circle one answer.

- a) Very satisfied
- b) Satisfied
- c) Dissatisfied
- d) Have not been a visitor in the past two years

Questions Related to Hospital Funding

MQ 30:

Compared to other hospitals, how do you perceive (insert name of your hospital) costs for services as compared with other hospitals?

Circle one answer.

- a) Most costly
- b) About the same
- c) Less costly

MQ 31:

How do you feel about the amount of local tax funds that are spent on medical care in your community?

Circle one answer.

- a) Too much
- b) About right
- c) Too little
- d) Don't know

MQ 32:

Approximately, what percent of (insert name of your hospital) operating budget would you estimate is supported by local public tax dollars?

Circle one answer.

1% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

OR

MQ 33:

What percent of (insert name of your hospital) operating expenses would you estimate are supported by local public taxes?

Circle one answer.

- | | |
|--------------|--------------|
| a) 1% - 10% | d) 51% - 70% |
| b) 11% - 30% | e) 71% - 90% |
| c) 31% - 50% | f) OVER 90% |

Questions MQ 30, MQ 31, MQ 32, and MQ 33 can help you gauge the community's understanding of your fiscal operations. Usually, the community thinks it provides much more tax support for the hospital than it actually does. If you have the same result and you want to build a case for increased tax support, do an economic impact study as well to show the community that their local health care taxes are actually an investment that turns over many times in the community through direct and indirect spending, job creation and job support.

Questions About Facility Appearance

MQ 34:

Does the age of the (insert name of your hospital) influence where you go for hospital services?

Circle one answer.

- a) Yes
- b) No

MQ 35:

Do you feel (insert name of your hospital) should be remodeled or updated?

Circle one answer.

- a) Yes
- b) No

The appearance of the facility can dramatically affect the image of your facility. Perceptions of quality, competency and professionalism can all be positively or negatively affected by the appearance of your facility, technology and/or employees.

MQ 36:

If you believe the (insert name of your hospital) should be remodeled or updated, how should such a project be funded?

Circle one answer.

- a) Hospital should raise its own funds
- b) Form a hospital district to raise taxes
- c) Levy a bond
- d) Donations/fund drive

Questions About Physician Services

MQ 37:

In what town is your personal physician located?

Circle one answer.

- a) Don't have a personal physician
- b) Insert Your town's name
- c) Insert name of physician Town A
- d) Insert name of physician Town B
- e) Insert name of physician Town C
- f) Insert name of physician Town D
- g) Insert name of physician Town E
- h) And so on

This question will help you to determine the percentage of residents who have a personal physician and to determine the personal physician market share of the local and non-local physicians for all residents, regardless of whether or not the residents have visited a physician recently. If you desire more specific information, you may want to use the physicians' names with the towns. We recommend you to first get permission from your physicians to use their names. Note, this list may differ from the list of towns you provided on the hospital question similar to this (MQ 18), for many rural communities that do not have hospitals do have physician practices.

MQ 38:

How many visits did you and/or members of your household make during the past year to physicians, physician assistants and nurse practitioners located in each of the following towns. *Do NOT count hospital inpatient visits. Do not count visits occurring before you lived in (name of your service area).*

Number of Visits

- | | |
|------------------------------------------------------------------------------------------|-------|
| a) Your town's name | _____ |
| b) Town A | _____ |
| c) Town B | _____ |
| d) Town C | _____ |
| e) Town D | _____ |
| f) Town E | _____ |
| g) Name of town where area
regional medical center or
referral hospital is located | _____ |
| h) Other towns, please name
and indicate number of visits: | |
| _____ | _____ |

This market share question is based on residents' actual utilization of physicians over a set period of time rather than on the "stated loyalty" of residents (the previous question) to a particular provider who residents identify as their personal physician.

MQ 39:

(This question should follow the previous question.)

Why did you or other household members see physicians located outside (insert name of your community or SERVICE AREA here) during the past year?

Circle all that apply.

- a) Services/specialty not provided locally
- b) Quality of physician care better elsewhere
- c) Physician services less expensive elsewhere
- d) Referred by local physician
- e) Referred by non local physician
- f) Takes too long to get an appointment with local physicians
- g) Wait too long in local physicians' office
- h) Non local physicians offer more privacy
- i) Do not trust the competency of the local physicians
- j) Unsure of the abilities and limitation of local physicians
- k) Do not like bedside manner of local physicians
- l) Insurance requires seeing certain physicians

OR

MQ 40:

Why did you or household members see physicians located outside (insert name of your community OR SERVICE AREA here) during the past year?

	Yes a reason	Not a reason
<i>Circle either 1 or 2 behind each response listed.</i>		
a) Services/specialty not provided locally	1	2
b) Quality of physician care better elsewhere	1	2
c) Physician services less expensive elsewhere	1	2
d) Referred by local physician	1	2
e) Referred by non local physician	1	2
f) Takes too long to get an appointment with local physicians	1	2
g) Wait too long in office of local physicians	1	2
h) Non local physicians offer more privacy	1	2
i) Do not trust the competency of local physicians	1	2
j) Do not like bedside manner of local physicians	1	2
k) Insurance requires seeing certain physicians	1	2

MQ 40 is designed for planning purposes. It is not enough simply to know where people are going. You also need to know why. The response list in this question includes most reasons why people use certain physicians. Feel free to add to this list. Note the response categories in this question. They have been coded for easier processing.

MQ 41:

What physician specialists or health care provider types did you and/or members of your family see outside (insert name of YOUR community or service area here) in last year?

Circle all that apply.

- a) Obstetrician/gynecologist
- b) Pediatrician
- c) Internist
- d) Family/general practitioner
- e) Urologist
- f) Surgeon
- g) Cardiologist
- h) Orthopedic surgeon
- i) Nurse practitioner
- j) Physician assistant
- k) Nurse midwife
- l) Other, please specify_____

This question can help you determine if residents were leaving the community to see physician specialists or other provider types who do, or could, provide care in your community.

MQ 42:

How would you rate each of the following aspects of the overall physician care provided in (insert name of YOUR community or medical staff service area here)?

Circle one answer for each category.

	Poor = 1	Fair = 2	Good = 3	Excellent = 4	Don't know
a) Quality of care	1	2	3	4	Don't know
b) Competence of nursing staff	1	2	3	4	Don't know
c) Availability of physician care during evenings and weekends	1	2	3	4	Don't know
d) Billing services	1	2	3	4	Don't know
e) Cost of services	1	2	3	4	Don't know
f) Physician bedside manner	1	2	3	4	Don't know
g) Friendliness of office staff	1	2	3	4	Don't know
h) Amount of time spent waiting in waiting room	1	2	3	4	Don't know
i) Ability to schedule timely appointments	1	2	3	4	Don't know
j) Appearance of clinic facility	1	2	3	4	Don't know

This question will provide insight into the strengths and limitations of local physicians from the patients' perspective – the most important perspective. Again, feel free to add to this list as needed.

MQ 43:

How satisfied are you with the care you get from your personal physician?

Circle one answer.

- a) Very satisfied
- b) Satisfied
- c) Dissatisfied

Questions About Recruitment

MQ 44:

If you currently see a physician outside the community, and new, full-time physicians were to establish a practice in (insert name of YOUR community or service area here), would you transfer your care to this new physician?

Circle one answer.

- a) Yes
- b) No
- c) Yes, if (please specify what conditions would have to be met in order for you to transfer care to him/her):

This question can help you determine how loyal local residents are to non-local physicians and help you gauge the potential market share for a new local provider. Particular attention should be paid to the written “if” comments of respondents who select response Number 3.

MQ 45:

This community may have limited access to physician services. How many full-time physicians do you think are needed?

Circle one answer.

- a) ONE
- b) TWO
- c) THREE
- d) FOUR or more

MQ 46:

What physician specialists would you like to have available locally?

Circle as many as apply.

- a) Family practitioner
- b) Internist
- c) Pediatrician
- d) Obstetrician/gynecologist
- e) General surgeon
- f) Other, please specify: _____

OR

MQ 47:

What additional physician specialties would you like offered in your community?

Circle "yes" or "no" for each specialty.

	Yes	No
a) Internal medicine	1	2
b) Pediatrics	1	2
c) Orthopedic surgeon	1	2
d) General surgery	1	2
e) Family practice	1	2
f) Obstetrics/gynecology	1	2

The previous two questions should be applied to recruiting full-time physicians to the community as well as to recruiting visiting practitioners.

Questions about Midlevel Providers

MQ 48:

If you currently see a physician outside of the community, and a full-time physician assistant or nurse practitioner was to establish a practice in (insert name of YOUR community), would you transfer your care to this physician assistant or nurse practitioner?

Circle one answer.

- a) Yes
- b) No
- c) Yes, if _____

This question will help you measure the current acceptability of a midlevel provider in your community. Particular attention should be paid to the written "if" comments of respondents who select response Number 3.

MQ 49:

Are you familiar with what a physician assistant or nurse practitioner can or cannot do as far as providing health care services?

Circle one answer.

- a) Yes
- b) No

The acceptability or patient utilization of midlevel providers is often a matter of patient familiarity with the capabilities and limitations of physician assistants and nurse practitioners. This question can help you determine how knowledgeable the local population is about midlevel providers.

Questions about the Nursing Home

MQ 50:

Do you feel we need a nursing home in (name of your service area)?

Circle one answer.

- a) Yes
- b) No
- c) Don't know

This question can be applied in communities contemplating building a nursing home or closing a nursing home.

MQ 51:

Do you feel we need more nursing home rooms at (name of your nursing home facility)?

Circle one answer.

- a) Yes
- b) No
- c) Don't know

With the aging of the rural population, keeping pace with the nursing home and long-term care needs of the community is becoming a great concern for many communities. This simple question can help gauge local knowledge of the long-term care issue in your community.

MQ 52:

Do you currently have a relative from (name of your service area) in a nursing home?

Circle one answer.

a) Yes

If yes, where is the nursing home located?

City: _____ State: _____

b) No

This question can help you determine potential demand. Such information works well with information gathered by one of the two following questions.

MQ 53:

Suppose there was a nursing home built in (name of your service area), would you transfer your relative to the local nursing home?

Circle one answer:

a) Yes

b) Yes, if (please specify): _____

c) No

d) It is not my decision

e) Don't know

MQ 54:

Suppose there was room for additional residents at (name of your nursing home), would you transfer your relative to this facility?

Circle one answer.

- a) Yes
- b) Yes, if (please specify): _____
- c) No
- d) It is not my decision
- e) Don't know

From MQ 52 and MQ 53, which must follow MQ 51, you can gain insight into the amount of local demand for nursing home care and how much of that demand is influenced locally.

MQ 55:

How likely is it that you or a member of your family might require nursing home care in this area in the next three years?

Circle one answer.

- a) Very likely
- b) Somewhat likely
- c) Unlikely
- d) Very unlikely

Questions About All Health Services

MQ 56:

How satisfied are you with each of the following aspects of health care in (insert name of your community or service area)? *Circle one response after each service listed.*

	Dissatisfied = 1	Satisfied = 2	Very Satisfied = 3	
a)	(Name of your hospital)		1 2 3	Don't know
b)	(Your hospital's name) emergency room		1 2 3	Don't know
c)	Local physicians		1 2 3	Don't know
d)	Dentists		1 2 3	Don't know
e)	Hospital pharmacy		1 2 3	Don't know
f)	Drug store pharmacy		1 2 3	Don't know
g)	Ambulance service		1 2 3	Don't know
h)	Counseling/mental health services		1 2 3	Don't know
i)	Alcohol/drug abuse treatment services		1 2 3	Don't know
j)	Hospice care		1 2 3	Don't know
k)	Nursing home care		1 2 3	Don't know
l)	Home health care		1 2 3	Don't know
m)	Obstetrical care		1 2 3	Don't know
n)	Public health nurse		1 2 3	Don't know
o)	Health education		1 2 3	Don't know
p)	Health screenings		1 2 3	Don't know
q)	Preventive health care		1 2 3	Don't know
r)	Surgical services		1 2 3	Don't know

MQ 56 will help you see how selected local health care services compare with one another in terms of satisfaction. Feel free to substitute the generic services listed with the specific names of services or facilities in your area.

MQ 57:

In your opinion, are any of the following health care issues a problem in (insert name of your community or service area)?

Circle one number for each area.

	Serious	Mild	Not a Problem
a) Too few physicians	1	2	3
b) Too few physician services	1	2	3
c) Too few hospital services	1	2	3
d) Hospital care too expensive	1	2	3
e) Physician care too expensive	1	2	3
f) Poor access to emergency care	1	2	3
g) Some physicians have poor image	1	2	3
h) Some hospital staff are of low quality	1	2	3
i) Lack of public support for local health care services	1	2	3
j) Lack of public information about local health care services	1	2	3
k) Hospital has poor image	1	2	3
l) Takes too long to see local doctors	1	2	3
m) Local doctors do not refer to specialists quick enough	1	2	3
n) Local doctors refer to specialists to quick	1	2	3

As health care providers or representatives, we sometimes presume that most people see the issues facing health care as we do. MQ 57 can serve as a barometer to understanding the differences between what the community perceives are the problems and what you believe are the problems.

MQ 58:

(If asked, this question should follow the above question)
If you stated “it takes too long to get care” in the previous question, indicate services that take too long.

Circle all that apply.

- a) Hospital emergency room
- b) Getting an appointment with the doctor
- c) Getting an appointment with the dentist
- d) Waiting in the doctor’s waiting room
- e) Waiting in the dentist’s waiting room
- f) Receiving lab results from the hospital
- g) Receiving report lab results from doctor’s clinic
- h) Receiving hospital business office services
- i) Receiving hospital billing
- j) Receiving doctor’s office billing
- k) Other, specify:_____

MQ 59:

During the past year, did members of your household visit any of the following non-physician health care providers outside (name of your community or service area)?

Circle "yes" or "no" on each row.

	Yes	No
a) Dentist	1	2
b) Chiropractor	1	2
c) Public health nurse	1	2
d) Optometrist	1	2
e) Other, please specify: _____		

MQ 60:

If you could change three things about health care in (insert name of your community or service area here), what changes would you make?

- a) _____
- b) _____
- c) _____

Most people are more than willing to express what they like or dislike about various things, but this question challenges them to process these likes and dislikes into constructive suggestions for improving the local health care system.

MQ 61:

Please rate the importance of having the following services located in (name of your service area). *Circle one response after each service listed.*

	Not Important = 1	Important = 2	Very Important = 3	
a)	Physician		1 2 3	Don't know
b)	Hospital		1 2 3	Don't know
c)	Pharmacy		1 2 3	Don't know
d)	Ambulance		1 2 3	Don't know
e)	Mental health care		1 2 3	Don't know
f)	Hospice care		1 2 3	Don't know
g)	Nursing home		1 2 3	Don't know
h)	Obstetrical care		1 2 3	Don't know
i)	Surgical services		1 2 3	Don't know
j)	Health education		1 2 3	Don't know
k)	Immunizations		1 2 3	Don't know
l)	Alcohol/chemical dependency counseling		1 2 3	Don't know
m)	Eye care		1 2 3	Don't know
n)	Dentist		1 2 3	Don't know
o)	Chiropractor		1 2 3	Don't know
p)	Physical therapy		1 2 3	Don't know
q)	Emergency room		1 2 3	Don't know
r)	School nurse		1 2 3	Don't know

This question asks the respondent to think of various components of the health care system and place a value on its local availability. Results to this question can be used to gather and focus resources on providing or maintaining services in the areas of highest importance to the community.

Questions About Health Care & Local Economics

Sometimes, health care providers must convince key community figures such as county commissioners, city council members, legislators and business leaders of the importance of health care to the local community. And, when “the health care for health care’s sake” argument is not a strong enough argument to get their support, a “dollars and sense” case must be developed. The following questions place health care in the economic development perspective, providing you and community leaders with very valuable information about the importance of the health care system to the local economy.

MQ 62:

If you travel outside of (insert name of YOUR community or service area here) for hospital or physician care, how often do you shop for consumer goods (household goods, clothing, medications, automotive, etc.) on the same trip?

Circle one answer.

- a) Always
- b) Occasionally
- c) Never
- d) Does not apply

MQ 63: (This question should follow the previous one.)

On the average, how much money do you spend for consumer goods each time you travel outside (insert name of YOUR community or service area here) for medical care? *Circle one answer.*

- | | |
|-------------------|--------------------|
| a) \$1 - \$20 | c) \$51 - \$100 |
| b) \$21 - \$50 | d) Over \$100 |

MQ 64:

How would you rate your community as a place to?
Circle one answer in each row. Poor = 1 Fair = 2 Good = 3 Excellent = 4

- | | | | | |
|----------------------------------------|---|---|---|---|
| a) Raise children | 1 | 2 | 3 | 4 |
| b) Earn a living | 1 | 2 | 3 | 4 |
| c) Shop | 1 | 2 | 3 | 4 |
| d) Invest your savings | 1 | 2 | 3 | 4 |
| e) Receive quality hospital care | 1 | 2 | 3 | 4 |
| f) Build a new house | 1 | 2 | 3 | 4 |
| g) Receive quality emergency care | 1 | 2 | 3 | 4 |
| h) Start a business | 1 | 2 | 3 | 4 |
| i) Retire | 1 | 2 | 3 | 4 |
| j) Educate your children | 1 | 2 | 3 | 4 |
| k) Pursue your recreation interests | 1 | 2 | 3 | 4 |
| l) Access quality physician care | 1 | 2 | 3 | 4 |
| m) Find a good job | 1 | 2 | 3 | 4 |
| n) Have a say in local affairs | 1 | 2 | 3 | 4 |